

ORDER



Orders
Order / Rev: 67579
Alt Order #: 9850073 /Brad
Product Desc: BOB CASEY FOR SENATE
Estimate:
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut Street
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Casey/D/Senate
Demographic: A35+
Product Codes: State Elections
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	44	\$23,515.00	\$19,987.75
10/29/12	10/29/12	11	\$4,580.00	\$3,893.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	44	\$23,515.00	\$19,987.75	0.00
November 2012	11	\$4,580.00	\$3,893.00	0.00
Totals	55	\$28,095.00	\$23,880.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	17%	\$28,095.00
Market	100%	\$165,264.71

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	1%	\$1,652.65
WGAL	46%	\$76,021.76
WHTM	27%	\$44,621.47
WLYH	0%	\$0.00
WPMT	9%	\$14,873.82

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/24/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-WTF--	:30	4	\$175.00	P-3	0.00	NM	4	\$700.00
N 2	WHP	10/24/12	10/29/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M-WTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 3	WHP	10/24/12	10/29/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-WTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	M-WTF--	5		\$110.00		0.00						
N 4	WHP	10/23/12	10/29/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00

WHP-TV CBS21